Competitive Intelligence

Meridian Pay · SnapRail · Fluxpoint · Ledgerly · Corebridge

Company names & product features have been replaced with fictional names to protect confidentiality.

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Today's Agenda

01 Competitor Snapshots

SnapRail, Fluxpoint, Ledgerly, Corebridge

02 Side-by-Side Comparison

Features, contract terms, and support at a glance

03 Where Meridian Pay Wins

Our strongest differentiators and how to use them

04 Gaps & Opportunities

Where we can improve and what's already in motion

05 How to Use This

Talk tracks, battlecards, and next steps

SECTION 01

Competitor Snapshots

SnapRail

IDEAL CLIENT

SMB and mid-market e-commerce sellers who want fast setup and don't want to manage payment operations.

OVERVIEW

Plug and play platform built for speed, but they own the merchant relationship and the reserve, not the customer.

OUR EDGE

Meridian Pay gives clients full settlement control and brand ownership, plus lending and working capital offerings SnapRail doesn't have.

STRENGTHS

✓ Fastest onboarding (quoted 3 days)
✓ Next-day payouts
✓ Lowest barrier to entry
✓ Built-in marketplace visibility

WEAKNESSES & GAPS

✗ No multi-currency or FX support
✗ Client has zero settlement control
✗ SnapRail owns the merchant account
✗ Recent data breach exposes security and compliance risk

PRICING SNAPSHOT

Platform Fee	**$1,200 (may be waived)**
Implementation	**$5,000 (may be waived)**
Transaction Fees	**Bundled with card rates (no rate transparency)**
Support Fees	**Bundled with card rates**
Settlement	**SnapRail-owned merchant account**
Contract	**12 mo, 30-day exit, no penalty**

Fluxpoint

IDEAL CLIENT
Mid-market and enterprise finance teams that are technically sophisticated and want deep automation.

OVERVIEW
The most technically advanced of the group, but no multi-currency support and no live merchant support leave the customer to self-solve the gaps.

OUR EDGE
Meridian Pay wins on the complete package: rails, FX, and both technical and non-technical support.

STRENGTHS
✓ Strong automation and integrations
✓ Month-to-month contract
✓ Competitive interchange-plus pricing with volume tiers

WEAKNESSES & GAPS
✗ No multi-currency or FX (very risk averse)
✗ No live merchant support, only integrations and docs
✗ Founding team has no banking or compliance background

PRICING SNAPSHOT

Platform Fee	**$2,800/mo**
Implementation	**$0**
Transaction Fees	**Card $0.25 + 2.6% - 2.9% / ACH $0.50 flat**
Support Fees	**$5 per dispute filing fee**
Processing Rate	**3.4% - 3.6% (starter) / 2.5% (enterprise)**
Contract	**Month-to-month**

Ledgerly

IDEAL CLIENT
SMB to enterprise with light customization needs; brick and mortar businesses adding online payments; operators who value a mobile-first experience.

OVERVIEW
Great brand positioning and the only competitor with AN app, but a $6,000 exit fee and a single banking partner still leave gaps for the customer to solve.

OUR EDGE
Meridian Pay wins on banking flexibility, payment rails, and both technical and non-technical support.

STRENGTHS
✓ Best sales experience observed
✓ Mobile app (Pro plan)
✓ Trackable onboarding dashboard
✓ Strong brand positioning

WEAKNESSES & GAPS
✗ Single banking partner only, a concentration risk
✗ No non-technical merchant support
✗ $6,000 contract termination fee
✗ Known settlement delay issues

PRICING SNAPSHOT

Platform Fee	**$3,200/mo (Plus) or $6,500/mo (Pro)**
Implementation	**$5,500 (Plus) or $11,000 (Pro)**
Transaction Fees	**Card $0.20 + 2.5-2.9% / ACH $0.35 + 0.5% / Same-day $0.60 + 1.0%**
Support Fees	**Technical only, included in platform**
Settlement	**Client's own bank relationship (no support)**
Contract	**30-day notice, $6,000 fee**

Corebridge

IDEAL CLIENT
Highly technical finance and engineering teams that want full control; teams with in-house developers.

OVERVIEW
An API-first infrastructure layer, great for teams with developers, a heavy lift for teams without one. It solves for rails and ledgering; everything else is left as a gap.

OUR EDGE
Meridian Pay is the complete solution: no developer required, a managed banking network, and full technical and non-technical support.

STRENGTHS
✓ Deep API library
✓ Highly customizable for teams with unlimited dev budget
✓ Bank-agnostic flexibility

WEAKNESSES & GAPS
✗ Requires an in-house developer to launch
✗ No non-technical support
✗ No managed banking network
✗ No multi-currency support yet

PRICING SNAPSHOT

Platform Fee	**$3,500/mo minimum (reduced by usage credits)**
Implementation	**$5,500**
Transaction Fees	**Card $0.15 + 2.4% / ACH $0.30 flat**
Support Fees	**Technical only**
Settlement	**Client's own (no support)**
Contract	**12 mo, 30-day exit, no penalty**

SECTION 02

Side-by-Side Comparison

Feature & Capability Comparison

Category	Meridian Pay	SnapRail	Fluxpoint	Ledgerly	Corebridge
Card Processing	✓	✓	✓	✓	✓
Multi-Currency / FX	✓	✓	✗	✓	✗
ACH / Bank Transfer	✓	✗	✓	✓	✓
Non-Technical Merchant Support	✓	✓	✗	✗	✗
Mobile App	✗	✗	✗	✓	✗
BYO Banking Partner	✓	✗	✓	✓	✓
Growth Support & Expertise	✓	✗	✗	✗	✗
Volume-Based Rebate Model	✓	✗	✗	✗	✗
Managed Chargeback Protection w/ White Glove	✓	✗	✗	✗	✗
Contract Terms	12mo / 60d $0 exit	12mo / 30d $0 exit	M2M	12mo / $6K exit	12mo / 30d $0 exit

SECTION 03

Where Meridian Pay Wins

Meridian Pay's Strongest Differentiators

01
Most Comprehensive Solution

Rails across all major categories, early adoption of new payment methods, technical and non-technical support included, deep compliance roots, highly flexible and customizable.

02
Support Model

Only platform offering both technical and non-technical merchant support. Competitors provide technical support only and leave the customer to solve for the rest.

03
Deepest Compliance Stack

PCI DSS Level 1 + SOC 2 Type II + GDPR + NACHA + state money transmitter licensing. Especially meaningful for enterprise clients in regulated environments, and in light of the SnapRail breach.

04
Flexible Pricing Model

Options that meet clients where they are in their payments journey. Starter Plan suits those getting going, and Enterprise proactively solves more complex needs.

05
Internal Growth Team

Growth expertise on staff adds value for every client and makes a large impact on those needing deeper expertise, a hard area to build for teams newer to payments.

06
Industry Savvy & Innovative

Meridian Pay has led early on multi-currency support and instant payouts. Most competitors remain too risk averse to lead the market on competitive offerings.

SECTION 04

Gaps & Opportunities

Where We Can Improve, and What's Next

GAP

Settlement Timing

Standard settlement through Meridian's banking partner runs T+2, inconvenient for smaller and newer merchants.

> SnapRail settles next-day. Faster settlement reduces friction for early-stage clients.

OPPORTUNITY

Working Capital & Complementary Offerings

Offer working capital and merchant cash advance products that complement payment processing.

> A working capital product can increase revenue per merchant.

GAP

Implementation & Onboarding Speed

Contract-to-live is the first impression. Competitors quote 3 days to 2 weeks.

> Automate manual steps, tighten SLAs, and streamline onboarding tasks.

OPPORTUNITY

Simplified Buying Process

Streamline the path from interest to signed to remove friction from buying.

> 1-step signup for Starter Plan clients, no paper MSA, redlines, or custom quote.

GAP

Failed Payment Recovery

Enhancements that protect revenue benefit both sides of the relationship.

> Real-time retry logic, segmented dunning sequences, and A/B testing are common requests.

SECTION 05

How to Use This Intel

Putting It Into Practice

1 Use the Battlecards

One page per competitor with win and lose signals, pricing comparisons, and ready-to-use talk tracks. Keep them handy for every discovery call.

2 Lead With Support Advantage

No competitor offers non-technical merchant support. Lead with this in deals where the prospect is building a first payments program and has no ops team.

3 Make the Math Visible

We can't compare apples to apples without getting into the math on every pricing component. The processing rate alone does not tell the story.

4 Own Compliance & Trust

Only Meridian Pay covers PCI DSS + SOC 2 + GDPR + NACHA + state money transmitter licenses. For any regulated client or large enterprise, this is a disqualifying gap for competitors.